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# Oregon Wine Board Meeting Minutes December 8, 2015

Oregon Wine Board

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## OREGON WINE BOARD MEETING MINUTES

DEC. 8, 2015 <<FINAL>>

LOCATION: HOTEL VINTAGE, 422 SW BROADWAY, PORTLAND, OREGON

### Attendance

**Board:** Ellen Brittan (Chairwoman), David Beck (Vice Chairman), Steve Thomson (Treasurer), Michael Donovan, Leigh Bartholomew, Bill Sweat (Chair Emeritus), John Pratt, JP Valot and Doug Tunnell

**Staff:** Tom Danowski, Rose Cervenak, Marie Chambers, Jessica Willey, Christina DeArment, Michelle Kaufmann and Carrie Hardison

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*At 11:45 a.m. Brittan called for an Executive Session in accordance with ORS192.660(2)(a), only the Board and press are allowed to participate. Staff and guests were excused.*

### MEETING OPENING

#### Call to Order

- Brittan called the OWB Board meeting to order at 1:09 p.m.

#### Board Minutes (Attachment)

Beck moved for approval of the Oct. 20, 2015 Board meeting minutes. Tunnell seconded, Donovan, Bartholomew and Sweat abstained and the motion carried.

### MATTERS FOR DECISION

#### Finance Committee Report (Attachments)

- The treasurer gave the finance committee report.

Sweat moved that the Balance Sheet and P&L through Nov. 2015 be approved as submitted. Valot seconded and the motion carried.

#### Grant Proposals (Attachments)

- Beck introduced the two proposals up for decision.
- 11<sup>th</sup> International Terroir Congress Sponsorship: July 2016
  - There was some discussion about what budget the funds for the Terroir Congress would come from if the Board were to grant the request.
  - **ACTION: The Board directed the OWB staff to determine what budget the fund would come from and work with Greg Jones to utilize the grant in such a way that it will best support Brand Oregon and maximize visibility for the OWB.**

Tunnel moved that OWB fund the Terroir Congress in the amount of \$10,000. Thomson seconded and the motion carried unanimously.

- Wine History Archive

- Brittan and Tunnell recused themselves from the discussion regarding the Wine History Archive proposal since they are affiliated with Linfield College where the archive is housed.
- There was some discussion about how the digital content could be utilized by the industry.
- **ACTION: OWB will determine if the digital content is open to the public.**

Donovan moved that OWB fund the Wine History Archive proposal in the amount of \$11,021. Bartholomew seconded and the motion carried.

- **ACTION: OWB will confirm funding of each proposal by letter.**

#### Industry Awards Nominations/Vote (Attachments)

- The Board reviewed the summary of nominations.
- The Chairwoman asked for nominations from the floor.
  - Matt and Julie Pihl/Pihl Excavating were nominated for the Industry Partner award.
  - The Drouhin family was nominated for the Founders Award
- The Board agreed to award three regional winners for the Vineyard Excellence Award.
- The Board then voted by secret ballot and those ballots were given to Hardison to tally.
- **ACTION: Education Committee will consider refining the definition of each award category for 2017.**
- **ACTION: Cervenak will determine the most comprehensive list of past award winners, update with 2015 and 2016 recipients and send out to the Board.**

#### Nominations and Election of 2016 Officers

- The Chairwoman called for nominations of officers from the Board and the following slate of Directors who will also serve as the Executive Committee were nominated:
  - David Beck for Chairman
  - Steve Thomson for Vice Chairman
  - Ellen Brittan for Chair Emeritus
  - John Pratt for Treasurer

Donovan moved that the 2016 slate of officers be approved as presented. Tunnell seconded and the motion carried unanimously.

### **MATTERS FOR DISCUSSION**

#### Education Committee (Attachment)

- There was discussion about how the content for technical sessions is developing.
- That discussion included a brief update on a research “keynote” speaker, Jerry Lohr.
  - **ACTION: Education Committee will consider a new title for the “research update” session.**

#### Marketing Committee (Attachment)

- Market Research
  - Willey gave a brief overview of the survey that was conducted by Christian Miller at Full Glass Research and presented some topline preliminary findings.

- **ACTION:** Once OWB receives the final report, the results will be shared with the Marketing Committee who will determine what if any action will be taken to update the industry.
  - It was suggested that distilling the data into a few important slides for wineries to use with distributors may be helpful and could be provided broadly as a toolkit.
- DeArment presented the final report of results from the 2015 industry survey which had been reviewed initially with the Board on Oct. 20

Brittan adjourned the OWB Board meeting at 3:58 p.m.